

## ORDER



A GANNETT COMPANY

**WJXX-TV**

<b>Orders</b>	<b>Order / Rev:</b>	<u>707774</u>	
	Alt Order #:	<u>06285611</u>	A GANNETT COMPANY
	Product Desc:	<u>RESTORE OUR FUTURE</u>	<b>WJXX-TV</b>
	Estimate:	<u>1942</u>	
	Flight Dates:	<u>08/21/12 - 08/27/12</u>	Jim Quinn
	Original Date / Rev:	<u>08/20/12 / 08/20/12</u>	T-PHI
	Order Type:	<u>Political</u>	Sales Region:
			<u>NAT</u>
<b>Agency</b>	<b>Name:</b>	<u>Mentzer Media Services/ POL</u>	
	Buying Contact:	<u></u>	
	Billing Contact:	<u></u>	
		<u>Do Not Mail</u>	
		<u>XX, XX XX</u>	
		Billing Type:	<u>Cash</u>
		Billing Calendar:	<u>Broadcast</u>
		Billing Cycle:	<u>EOM/EOC</u>
		Agency Commission:	<u>15%</u>
<b>Advertiser</b>	<b>Name:</b>	<u>Restore Our Future</u>	
	Demographic:	<u>A35+</u>	
	Product Codes:	<u>IS-Candidate/Presidential</u>	
	Priority:	<u>P-3</u>	
	Revenue Codes:	<u>AGY, GEN, POL</u>	
		New Business Thru:	<u></u>
		Order Separation:	<u>00:15:00</u>
		Advertiser External ID:	<u></u>
		Agency External ID:	<u></u>

## **Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
07/30/12	08/26/12	32	\$10,165.00	\$8,640.25	August 2012	32	\$10,165.00	\$8,640.25	0.00
08/27/12	08/27/12	7	\$5,475.00	\$4,653.75	September 2012	7	\$5,475.00	\$4,653.75	0.00
					Totals	39	\$15,640.00	\$13,294.00	0.00

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn	Atlanta	South	Start Of Order - End Of Order	100%

Jim Quinn Start Of Order - End Of Order 100%

## Order Share

WJXX-TV	9%	\$15,640.00
Market	100%	\$173,777.78

WINTER 1987 \$10.00 U.S. \$12.00 CANADA

## Competitive Share

CABLE	0%	\$0.00
WAWS	5%	\$8,688.89
WCWJ	0%	\$0.00
WJXT	27%	\$46,920.00
WTEV	34%	\$59,084.44
WTLV	25%	\$43,444.44

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WJXX-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WJXX	08/21/12	08/24/12	Extra M-F 7:30-8p	CM	M-F 7:30p-8p	-TWTF--	:30	4	\$275.00	P-1	0.00	NM	4	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 08/20/12	08/26/12	-TWTF--		4	\$275.00		0.00						
E 4	WJXX	08/21/12	08/24/12	Nightline Nightline	CM	M-F 11:35p-12:05a	-TWTF--	:30	4	\$200.00	P-3	0.00	NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 08/20/12	08/26/12	-TWTF--		4	\$200.00		0.00						
E 5	WJXX	08/21/12	08/26/12	FCN News at 11pm M-Su 11-11:35p	CM	M-Su 11p-11:35p	-TWTFSS	:30	6	\$200.00	P-3	0.00	NM	6	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 08/20/12	08/26/12	-TWTFSS		6	\$200.00		0.00						
E 6	WJXX	08/24/12	08/24/12	Fri Prime A Shark Tank	CM	Fri 8p-9p	-----F--	:30	2	\$650.00	P-3	0.00	NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 08/20/12	08/26/12	-----F--		2	\$650.00		0.00						
E 7	WJXX	08/24/12	08/24/12	Fri Prime C 20/20	CM	Fri 10p-11p	-----F--	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 08/20/12	08/26/12	-----F--		1	\$1,200.00		0.00						
E 8	WJXX	08/25/12	08/25/12	FCN Sat News at 6:30 Sat 6:30-7p/7p news after footba	CM	Sat FCN News We-----S-	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 08/20/12	08/26/12	-----S-		1	\$175.00		0.00						
E 9	WJXX	08/26/12	08/26/12	First Coast News On Point First Coast News On Point	CM	First Coast News C-----S	:30	1	\$40.00	P-3	0.00	NM	1	\$40.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 08/20/12	08/26/12	-----S		1	\$40.00		0.00						
E 10	WJXX	08/26/12	08/26/12	This Week 10A Sun 10a-11a - eff 6/7	CM	Sun 10a-11a - eff 6/7	-----S	:30	1	\$150.00	P-1	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 08/20/12	08/26/12	-----S		1	\$150.00		0.00						
E 11	WJXX	08/26/12	08/26/12	Sun Prime A America's Funniest Home Video	CM	7-8p	-----S	:30	2	\$600.00	P-3	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 08/20/12	08/26/12	-----S		2	\$600.00		0.00						
E 12	WJXX	08/26/12	08/26/12	Sun Prime Other 2nd Prg Extreme Makeover: Weight Loss	CM	9-11p	-----S	:30	2	\$700.00	P-3	0.00	NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 08/20/12	08/26/12	-----S		2	\$700.00		0.00						
E 13	WJXX	08/27/12	08/27/12	Good Morning America M-F 7a-9a	CM	M-F 7a-9a	M-----	:30	1	\$125.00	P-3	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 08/27/12	09/02/12	M-----		1	\$125.00		0.00						
E 14	WJXX	08/27/12	08/27/12	FCN News at 7p M-F 7-7:30p	CM	M-F 7p-7:30p	M-----	:30	1	\$275.00	P-3	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 08/27/12	09/02/12	M-----		1	\$275.00		0.00						
E 15	WJXX	08/27/12	08/27/12	Extra M-F 7:30-8p	CM	M-F 7:30p-8p	M-----	:30	1	\$275.00	P-1	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 08/27/12	09/02/12	M-----		1	\$275.00		0.00						
E 16	WJXX	08/27/12	08/27/12	Nightline Nightline	CM	M-F 11:35p-12:05a	M-----	:30	1	\$200.00	P-1	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 08/27/12	09/02/12	M-----		1	\$200.00		0.00						

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E 17	WJXX	08/27/12	08/27/12	FCN News at 11pm M-Su 11-11:35p	CM	M-Su 11p-11:35p	M-----	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
<hr/>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 08/27/12	09/02/12	M-----		1		\$200.00		0.00					
E 18	WJXX	08/27/12	08/27/12	Mon Prime Other Bachelor Pad	CM	8-10p	M-----	:30	2	\$2,200.00	P-3	0.00	NM	2	\$4,400.00
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2X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 08/27/12	09/02/12	M-----		2		\$2,200.00		0.00					
<hr/>												Totals	39	\$15,640.00	